GOVERNMENT OF INDIA
CHEMICALS AND FERTILIZERS
LOK SABHA

UNSTARRED QUESTION NO:83
ANSWERED ON:26.02.2002
MARKETING PLAN OF RCF
PRAKASH V. PATIL

Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state:

(a) Whether Rashtriya Chemicals and Fertilziers (RCF) has recently prepared an action plan to strengthen its marketing network;

(b) If so, the details thereof;

(c) Whether the action plan envisages new initiatives to cover the tribal and backward areas of the States that it covers including Maharashtra; and

(d) If so, the details thereof including sales handled by RCF in tribal and backward areas of Maharashtra during the last three years?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS & FERTILIZERS (SHRI S. B. MOOKHERJEE)

(a) Yes, Sir.

(b) The salient features of the Action Plan are −

(i) Rationalize dealers' network keeping in view their performance, area of operation, requirement for increasing sales volume, etc.

(ii) Improve the logistics by utilizing warehousing facilities at strategic locations and provide value added services such as prompt delivery of material to the fertilizer dealers.

(iii) Rationalize collaterals from the dealers so as to optimize sales volume with necessary safeguards.

(iv) Strengthen publicity and promotion activities in a focussed way, to increase the sales volume and improve the brand equity with particular emphasis on services to the farming community such as training, soil testing, demonstration, awareness programmes, etc.

(c) & (d) The Action Plan envisages initiatives in tribal and backward areas of the States where RCF markets its products including the State of Maharashtra. These initiatives include giving preference in rural development programmes, distribution of crop literature, sales of fertilizers in small packets, mini kit distribution, awareness programmes with emphasis on dry land farming practices, etc.

In Maharashtra the districts of Chandrapur, Bhandara, Gondia,Gadchiroli, Osmanabad, Nandurbar and part of the districts of Thane (Dahanu, Shahapur, Mokhada, Jawahar and Talasari talukas); Raigad (Pali, Karjat, Penand Khalapur talukas); Amravati (Dharani and Chikhaldara talukas); Nasik (Peth, Surgana, Kalwan, Igatpuri and Satana talukas); Dhule (Sakri taluka), byand large, constitute tribal and backward areas. The sale of RCF fertilizers in these areas during the last three years has been as under :

(Qty in MTs)

District	1998-99	1999-2000	2000-01
Chandrapur	12531	20329	17682
Bhandara	32153	32984	12461
Gondia	+ -	-	11961
Gadchiroli	9489	11955	11383
Osmanabad	18486	18053	12100
Nandurbar	+ -	-	11118
Dhule	++ 2604	3310	3212
Thane	++ 5297	6014	6324
Raigad	++ 5337	6458	5394
Nasik	++ 16360	21639	15004

+ These districts have been formed during the year 2000.
++ Sales pertain to only tribal and backward talukas as mentioned above.